

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 AID-05 CIAE-00
FRB-01 INR-10 NSAE-00 ICA-20 TRSE-00 XMB-04
OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15
STR-07 CEA-01 AGRE-00 DOE-15 SOE-02 L-03 H-02
PA-02 CTME-00 IO-14 AF-10 ARA-14 EA-12 NEA-10
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R 260037Z APR 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC 0592

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PASS AGRICULTURE FROM AGATTACHE

E.O. 11652: N/A
TAGS: EAGR/FR
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL
EXPORT POLICY

REF: STATE 095673

IN ADDITION TO SUGGESTIONS BY COMMERCIAL AFFAIRS SECTION
(SEPTEL), THE FOLLOWING ARE MORE SPECIFIC ACTIONS FOR IN-
CREASING U.S. EXPORTS OF AGRICULTURAL PRODUCTS:

1. HIGHER QUALITY STANDARD AND STRICT ENFORCEMENT. FOR
EXAMPLE, THE SHARE HAS DROPPED FROM 80 PERCENT OF
FRANCE'S SOYBEAN MEAL IMPORTS TO 12 PERCENT WITH BRAZIL
TAKING UP OUR LOSS. A MAJOR REASON FOR THIS IS LOWER
QUALITY U.S. MEAL AND LACK OF UNIFORMITY FROM ONE SHIP-
MENT TO THE NEXT.

2. HIGHER PRIORITY FOR INCREASED MARKET ACCESS. WE
SHOULD GIVE A HIGHER PRIORITY TO OUR TRADE INTERESTS
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IN INTERNATIONAL DISCUSSION BY SEEKING TO ALLOW OUR PRO-
DUCTS INTO A MARKET AND/OR IN KEEPING RESTRICTIONS FROM
DECREASING OUR ACCESS.

3. WE SHOULD ADOPT FIRM LEGISLATION AND ASSURE ADEQUATE
STOCKS TO GUARANTY FOREIGN BUYERS THAT WE WILL HONOR ALL
EXPORT COMMITMENTS EVEN IN TIMES OF EXTREME SHORTAGE.

CONTINUITY OF SUPPLY IS EXTREMELY IMPORTANT IN EXPORT SALES OF AGRICULTURAL PRODUCTS.

4. WE SHOULD ASSURE OUR PRICE COMPETITIVENESS AGAINST PRODUCTS FROM COUNTRIES PAYING EXPORT SUBSIDIES BY ADOPTING A PROGRAM OF SELECTIVE SUBSIDIES TO COUNTER AND HOPEFULLY ELIMINATE SUCH PRACTICES.

5. ALTHOUGH EXPORT CREDIT (CCC) HAS BEEN INCREASED, IT COULD BE BROADLY EXPANDED AND MADE MUCH EASIER TO USE.

6. AN EXPORT EDUCATION JOB NEEDS TO BE UNDERTAKEN FOR THE U.S. AGRI-BUSINESSMAN. MANY EXPORTERS THINK OF THE FOREIGN MARKET AS A SELLERS MARKET. THEY THINK IF X COUNTRY DOESN'T BUY, SOMEONE ELSE WILL. THIS IS FATAL IN MARKET DEVELOPMENT. U.S. INDUSTRY SHOULD BE MORE AWARE OF EXPORT CREDIT, FOREIGN MARKET NEEDS AND REQUIREMENTS, AND THEY SHOULD BE WILLING TO MAKE MINOR ADJUSTMENTS IN THEIR PRODUCTS TO SUIT DIFFERENT FOREIGN MARKETS.

7. MARKETING PLANNING SHOULD BE IN GREATER DEPTH BOTH FOR THE SHORT TERM AND LONG TERM AND ON A COUNTRY BY COUNTRY BASIS. ALSO ANY SINGLE COMMODITY MARKET APPROACH SHOULD BE PART OF A LARGER PACKAGE, GIVING CAREFUL CONSIDERATION TO RELATIONSHIPS TO OTHER COMMODITIES.

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8. INCREASED MARKETING PROMOTION FUNDS FROM CONGRESS ARE

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ESSENTIAL. OFTEN THE UNITED STATES HAS THE "CHEAPEST" OR SMALLEST PROMOTION PRESENCE IN INTERNATIONAL FOOD AND AGRICULTURAL EXHIBITS. SOMETIMES, WE DO NOT EVEN PARTICIPATE IN THESE EXHIBITS. THESE EFFORTS ARE MOST IMPORTANT WHEN EXPORTS DECREASE OR WHEN MARKET DEVELOPMENT IS MOST NEEDED.

9. EVEN MORE IMPORTANT THAN ADDITIONAL FUNDING IS ADDITIONAL STAFF, WHICH HAS LAGGED SIGNIFICANTLY BEHIND THE GROWTH IN EXPORTS. ALSO, WITH THE INCREASING COMPLEXITY OF SELLING FOOD PRODUCTS (HEALTH AND SANITARY REGULATIONS, LABELING, QUALITY PROBLEMS, ETC.), SUBSTANTIALLY MORE TRADE SERVICING IS REQUIRED. FOREIGN SALES CANNOT BE EXPANDED BY CUTTING THE OVERSEAS SALES FORCE -- THE USUAL REACTION TO A TRADE DEFICIT.

10. INTERNATIONAL AGRICULTURAL TRADE OFFICE. SPECIAL CONSIDERATION SHOULD BE GIVEN TO ESTABLISHING THESE OFFICES IN MAJOR MARKETS FOR CONSUMER FOOD PRODUCTS. BULK PRODUCT SALES INVOLVE FEWER FIRMS, INTERNATIONAL MARKET-
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ING CHANNELS ARE WELL ESTABLISHED, AND THESE MARKETS ARE MORE EASILY SERVED BY OUR MARKET DEVELOPMENT COOPERATORS. HOWEVER, MANY SMALL FIRMS ARE INVOLVED IN CONSUMER FOOD PRODUCT SALES AND CONSIDERABLY MORE TRADE ASSISTANCE IS REQUIRED BECAUSE OF THE COMPLEX FOOD DISTRIBUTION SYSTEMS, VARYING HEALTH AND LABELING REQUIREMENTS, LANGUAGES DIFFERENCES, ETC.
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